

RASOI ROOTS

*Because Nothing Beats G HAR KA
KHANA*

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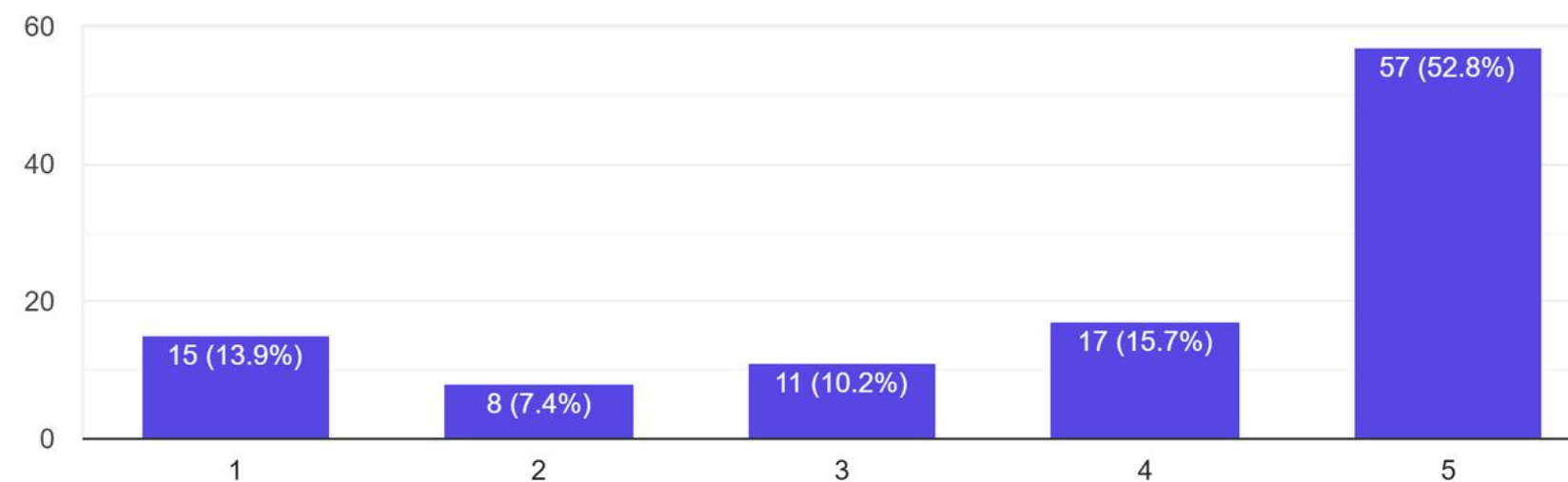
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PROBLEM / OPPORTUNITY

On a scale of 1 to 5, how often do you miss homecooked food.

108 responses



PG / Mess Food

Included but terrible quality –
students forced to eat oily,
tasteless meals daily.

Restaurant Delivery

Swiggy / Zomato meals cost
₹200–250, unsustainable for a
student budget.

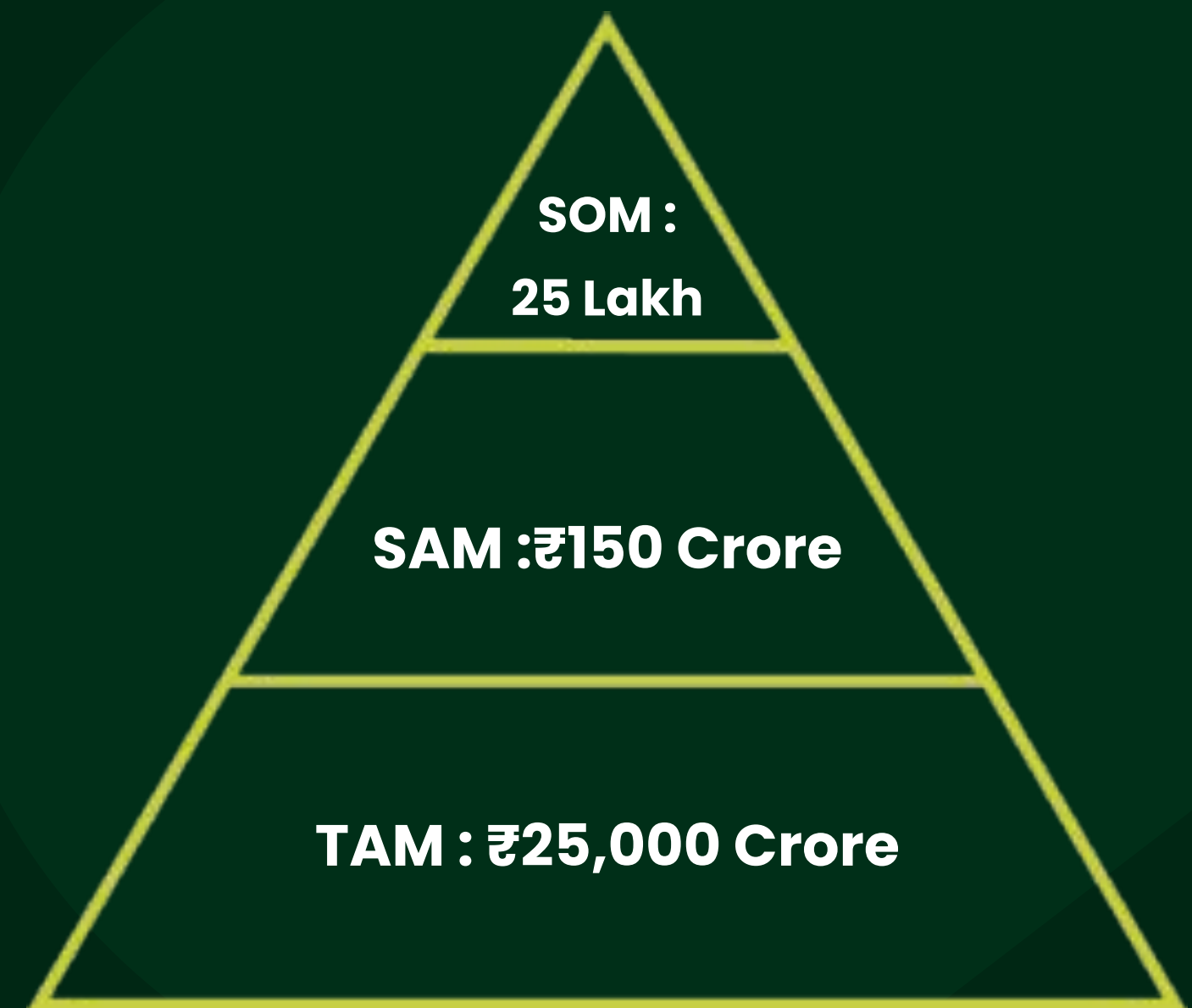
Tiffin Service

Scattered, unorganized –
inconsistent quality, unreliable
timings, no accountability.

MARKET

OPPORTUNITY

- Rising demand for healthy homemade meals.
- Ahmedabad's large student and PG population creates recurring demand.
- Opportunity to digitize the fragmented home-food market.



VALUE PROPOSITION

01

- Choose your preferred chef by cuisine, price or rating with flexible subscription plans as well
- ₹130–180/meal — healthy, affordable, consistent taste

For Customers

02

- List your own menu, prices & availability
- Earn dignified income from home
- Zero startup cost — platform handles orders & payments

For Home chefs

03

- Pure aggregator model — fixed commission per order
- Zero CAPEX on kitchens or equipment
- Highly scalable across cities & neighbourhoods

For Platform

BUSINESS MODEL



Pure Aggregator: We take a fixed commission on every order – no kitchen ownership, no food cost risk

GO TO MARKET STRATEGY

Pilot (1-3 Months)

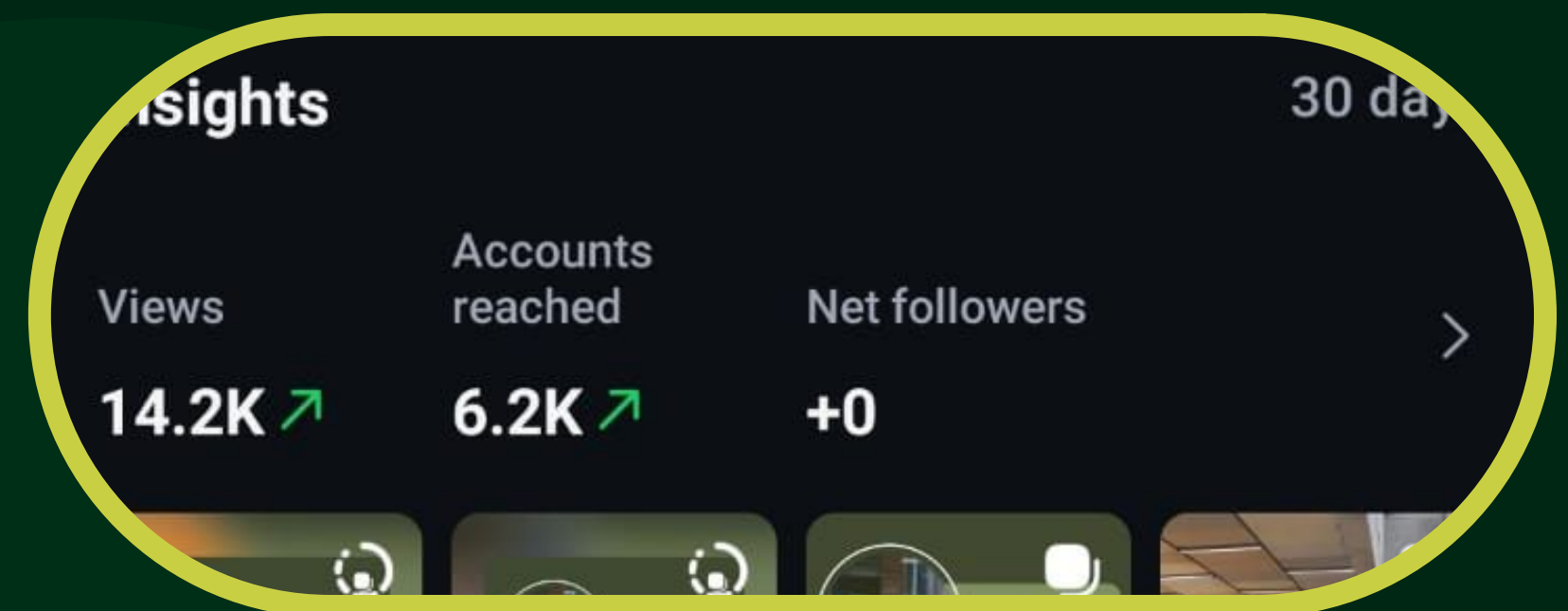
- 70+ users registered on the website
- 4 home chefs onboarded
- 500+ Instagram followers
- Validated demand & gather customer feedback

Growth (4-9 Months)

- Onboard 10+ home chefs
- Expand across all Ahmedabad zones
- Grow Instagram and Launch referral & influencer campaigns

Scale (2+ Year)

- Expand to new cities and build a network of verified home chefs
- Scale customer acquisition across markets



WALKTHROUGH THROUGH THE WEBSITE



**Full Meal
Thali**

MEET OUR HOME CHEFS



CUSTOMER REVIEW



**DRON, SHREEMAYI AND
ANUSHREE**



JEREMY FRITZHAND



Feature	Rasoi Roots New Model	Tiffit	Cookr	Mealawe	Homefoodi
Multi-Chef Aggregator Platform Multiple chef profiles, each with own menu	✓	✗	✓	✗	⚠
Chef-Specific Daily Menus Each chef sets their own daily offerings	✓	✗	✓	✗	⚠
Flexible Subscription Plans 3-day, 10-day & custom meal plans	✓	✓	⚠	✓	⚠
Chef Onboarding & Training Pipeline Structured process to onboard home chefs	⚠ Planned	✗	⚠	✗	✗
Dedicated Chef Dashboard Self-serve portal for chefs to manage orders	⚠ Planned	✗	✓	✗	⚠
Cuisine & Diet Diversity Multiple regional cuisines across chef profiles	✓	✗	✓	⚠	✓

✓ Fully available ⚠ Partial / limited ✗ Not available

COMPETITIVE ANALYSIS

- **Authentic Homemade Meals :**
Fresh, healthy food made by local home chefs.
- **Empowered Home Chefs:**
Enables talented cooks to earn and grow their brand.
- **Asset Light & Scalable : Zero kitchen CAPEX, easy expansion across cities.**



FINANCIAL PROJECTIONS

REVENUE TILL DATE
Rs. 7500

	Year 1	Year 2	Year 3
Revenue	₹5,25,000	₹12,50,000	₹28,00,000
COGS	₹4,40,500	₹10,04,000	₹22,56,000
Gross Profit	₹84,500	₹2,46,000	₹5,44,000
Operating Expenses	₹35,000	₹1,00,000	₹1,90,000
Net Profit/(Loss)	₹49,500	₹1,46,000	₹3,54,000

Unit Economics

Meal price (avg)	Rs. 130-180
Platform fees	Rs. 10-15
Delivery	Rs. 25-35
Commission	Rs. 20-30
Chef keeps (avg)	Rs. 75 - 100



MEET THE FOUNDERS



Suhani Khatwani
Btech - CSE



Pratham Doshi
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THANK YOU

Let's Get In Touch



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